

Message Text

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PAGE 01 ACCRA 04064 311515Z
ACTION AF-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----312115Z 005962 /75

R 310935Z MAY 77
FM AMEMBASSY ACCRA
TO USDOC WASHDC
INFO SECSTATE WASHDC 8274
AMEMBASSY LONDON

UNCLAS ACCRA 4064

E.O. 11652: NA
TAGS: BEXP GH
SUBJECT: WTDR/FTI: GNTC - GHANA NATIONAL TRADING CORP.

REF: USDOC 07461 (NOTAL)

1. GHANA 2. CNTRY CODE: 749 3. SER. NO: 0006400

4. GNTC - GHANA NATIONAL TRADING CORP.
4B. CODE: A

5. P.O. BOX 67; GHANA HOUSE, POST OFFICE SQUARE

6. ACCRA, GHANA

7. EST: 1961 8. EMPL: 8,000 9. SIZE: (18-X) VERY LARGE

10. REPUTATION: (22-X) EXCELLENT

11B. LARGEST SINGLE TRADING FIRM WITH MANY BRANCHES AND EXTENSIVE
DISTRIBUTIVE OUTLETS THROUGHOUT GHANA. EMPORTS A WIDE RANGE OF
COMMODITIES FROM ALL OVER THE WORLD; ASSEMBLES TRUCKS, CARS AND
PRODUCES SOFT DRINKS. PLANS NEARLY COMPLETED FOR ASSEMBLY OF
TRAILERS AND TRACTORS. HAS PURCHASING OFFICE AT EAGLE HOUSE, 109/110
JERMYN ST., LONDON, S.W.1, ENGLAND, TWO OTHERS PROPOSED FOR
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U.S. AND SOUTH AMERICA-FAR EAST.

12. RPT DATE: 05/77

13A. 00000/1235 AGT. IMP. DIST. OF GENERAL GOODS

13B. 20000/135 IMP. DIST. OF FOOD ITEMS: GRAIN MILL PRODUCTS,

PRESERVED FISH, FRUITS AND VEGETABLES, DAIRY PRODUCTS,
SUGAR AND CONFECTIONERY, FROZEN MEAT AND MEAT PRO-
DUCTS, FATS AND OILS

13C. 20800/0135 IMP. DIST. OF BEVERAGES; PRODUCER OF SOFT DRINKS

13D. 23000/135 IMP. DIST. OF APPAREL AND HOUSE FURNISHINGS

13E. 28000/135 IMP. DIST. OF CHEMICALS, DRUGS AND ALLIED PRODUCTS

13F. 34000/135 IMP. DIST. OF FABRICATED METAL PRODUCTS: STRUCTURAL
MATERIALS, EDGE AND HAND TOOLS, BUILDERS' HARDWARE,
PLUMBING FIXTURES AND FITTINGS

13G. 35190/135 IMP. DIST. OF ENGINES AND OUTBOARD MOTORS

13H. 35230/0135 IMP. DIST. OF FARM AND GARDEN MACHINERY; PLANS TO A
ASSEMBLE TRACTORS SOON

13I. 35300/135 IMP. DIST. OF CONSTRUCTION AND RELATED MACHINERY

13J. 35600/135 IMP. DIST. OF GENERAL INDUSTRIAL MACHINERY, PUMPS AND
PUMPING EQUIPMENT

13K. 35700/135 IMP. DIST. OF OFFICE AND COMPUTING MACHINES

13L 36000/135 IMP. DIST. OF ELECTRIC AND ELECTRONIC EQUIPMENT

13M. 37100/0135 IMP. DIST. ASSEMBLER OF MOTOR VEHICLES; AUTOMOBILES,
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TRUCKS AND TRAILERS

13N. 37510/135 IMP. DIST. OF MOTORCYCLES, BICYCLES, AND PARTS

14. CONTACT: JAMES ARTHUR TITLE: DPTY MG. DIRECTOR/OPERATIONS

15. CABLE: GNATCORP 16. TELEX: 2041 17. TEL: 64871

18. FINANCIAL REF: GHANA COMMERCIAL BANK, HIGH ST. BRANCH, P.O. BOX
2971, ACCRA

19. TRADE REF: UNCLE BEN'S INC., 13000 WESTHEIMER ST., HOUSTON,
TX. 77001.

20. MAJOR FOREIGN FIRMS REPRESENTED: LICENSEE OF COCA-COLA EXPORT
CORP., 515 MADISON AVE., NEW YORK, N.Y. 10022, SOFT DRINKS;
OF DAIMLER-BENZ, A.G., STUTTGART, GERMANY, TRUCKS: AND OF FIAT S.P.A.
,
CORSO G. MARCONI 10/20, TURIN, ITALY, CARS AND LIGHT TRUCKS. DIST.

OF CHRYSLER CORP., P.O. BOX 1919, DETROIT, MI. 48231, OF AUTOMOBILES AND TRUCKS; EVINRUDE MOTORS, 6160 N. 64TH ST., MILWAUKEE, WI. 53218, OUTBOARD MOTORS; HONDA MOTOR CO., TOKYO, JAPAN, MOTORCYCLES; INTERNATIONAL MERCURY OUTBOARDS LTD., P.O. BOX 187, FOND DU LAC, WI. 54935, MARINE ENGINES; OLIVETTI, S.P.A., STABILMENS S. LORENZO, IVREA, ITALY, OFFICE MACHINES; ALL FRANCHISES ACQ. 1962 DIST. OF EARTHMOVING EQUIPMENT FOR KOMATSU MFG. CO. LTD., TOKYO, JAPAN; SANITARYWARE FOR ARMITAGE EXCESIOR LTD., CLIF VALE, STOKE-ON-TRENT, ENGLAND; REFRIGERATORS FOR KELVINATOR INTERNATIONAL CORP., P.O. BOX 9200, GRAND RAPIDS, MI. 49509; TRAILERS FOR C. BLUMHARDT, WUPPATAL, GERMANY; ALL ACQ. 1963. DIST. OF FIRE-FIGHTING EQUIPMENT FOR ANGUS FIRE ARMOUR, 150 WESTGATE RD., NEWCASTLE-ON-TYNE, NE9 1TG, ENGLAND; DUPLICATING MACHINES FOR GESTETNER LTD., P.O. BOX 466, LONGON, N17 9LT, ENGLAND PUMPS AND COMPRESSORS FOR WORTHINGTON-SIMPSON LTD., P.O. BOX 17, NEWARK, ENGLAND: AGENCIES ACQ. 1964. DIST. FOR KOBUTA MACHINERY WORKS, OSAKA, JAPAN, OF POWER TILLER; ACQ. 1968; LICENSEE OF DAVID BROWN TRACTOR CO., HUDDLESFIELD, ENGLAND, UNCLASSIFIED

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FOR FARM TRACTORS: ACQ. 1971.

21. WHOLLY GOVT-OWNED, GNTC ORIGINATED 16 YEARS AGO WITH ACQUISITION OF TWO RELATIVELY SMALL EXPATRIATE COMPANIES, NOW LARGEST TRADING ORGANIZATION, CONTROLLING SUBSTANTIAL PROPORTION OF GHANA'S IMPORT BUSINESS. ERE ARE FIVE MAIN SPECIALTY DIVISIONS: GENERAL MERCHANDIZING DEPARTMENT STORES, MOTORS, TECHNICAL, AND BOTTLING DEPARTMENTS; LARGE NUMBER OF WAREHOUSES, ABOUT 600 RETAIL SHOPS, SUPERMARKETS AND DEPARTMENT STORES THROUGHOUT GHANA. IN ADDITION, GNTC HAS PLANT IN TEMA, COUNTRY'S PRINCIPAL PORT ABOUT 16 MILES EAST OF ACCRA, WHICH ASSEMBLES DAIMLER-BENZ TRUCKS AND FIAT CARS; TWO SOFT DRINK PLANTS AND ENGINEERING FACILITIES IN FOUR MAJOR COMMERCIAL CENTERS. GNTC ALLEGEDLY PLANS TO EXTEND TEMA PLANT FOR ASSEMBLING TRAILERS AND TO ESTABLISH ANOTHER IN KUMASI FOR CARS AND TRACTORS; OTHER PROJECTS INCLUDE ESTABLISHMENT OF SOAP FACTORY AND A BAKERY IN THE REGIONS. FIRM'S ANNUAL SALES REPORTEDLY INCREASED 33 PERCENT TO CEDIS 133 MILLION (DOLLARS 115.7 MILLION) IN 1975-76 FROM CEDIS 100 MILLION IN 1974-75. PRETAX PROFIT DECLARED FOR THAT YEAR WAS CEDIS 7.5 MILLION. GNTC ENJOYS GOOD REPUTATION IN LOCAL BUSINESS COMMUNITY AND CONSIDERED FINANCIALLY STRONG, "CAPABLE AND RESPECTABLE" BY BANKING REF. WE RECOMMEND FIRM AS SUITABLE TRADE CONTACT FOR U.S. BUSINESSMEN. IT SHOULD BE NOTED, HOWEVER, THE GHANA SUFFERS SEVERE FOREIGN EXCHANGE CONSRANT; IMPORT LICENSES AND APPROVED APPLICATIONS FOR LETTERS OF CREDIT ARE VERY DIFFICULT TO OBTAIN, EVEN FOR GOVERNMENT-CONTROLLED COMPANIES. FIRMS WITH EVEN THE BEST CREDIT RATINGS MUST REMIT UNDER LETTERS OF CREDIT, SINCE OTHERWISE THEY CANNOT USUALLY TRANSFER FUNDS ABROAD.

22. PREPARED BY: P.A. HENNISON APPROVED BY A.L. GLAD
AT: AMERICAN EMBASSY, ACCRA. SMITH

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NNN

Message Attributes

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Copy: SINGLE
Sent Date: 31-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: ACCRA
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t1977055/aaaaadhb.tel
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
SAS ID: 2490218
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: GNTC - GHANA NATIONAL TRADING CORP.
TAGS: BEXP, GH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/8d853d92-c288-dd11-92da-001cc4696bcc
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